

# Brazil – Fortaleza

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



The Brazil GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Brazil could include in a comprehensive tobacco control program.

The Brazil GYTS was a school-based survey of students in 7<sup>a</sup> grade, 8<sup>a</sup> grade, and 1<sup>a</sup> grade conducted in 2005.

A two-stage cluster sample design was used to produce representative data from several cities in Brazil. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 96%, the student response rate was 84.9%, and the overall response rate was 81.5%. A total of 1,675 students participated in the Brazil – Fortaleza GYTS.

#### Prevalence

- 40.5% of students had ever smoked cigarettes (Male = 38.7%, Female = 41.1%)
- 18.0% currently use any tobacco product (Male = 17.3%, Female = 17.5%)
- 15.0% currently smoke cigarettes (Male = 13.7%, Female = 15.0%)
- 4.7% currently use other tobacco products (Male = 5.3%, Female = 4.3%)
- 15.8% of never smokers are likely to initiate smoking next year

#### Knowledge and Attitudes

- 18.6% think boys and 14.4% think girls who smoke have more friends
- 6.5% think boys and 4.2% think girls who smoke look more attractive

#### Access and Availability - Current Smokers

- 22.4% usually smoke at home
- 44.7% buy cigarettes in a store
- 82.6% who bought cigarettes in a store were NOT refused purchase because of their age

#### Environmental Tobacco Smoke

- 37.5% live in homes where others smoke in their presence
- 54.2% are around others who smoke in places outside their home
- 85.8% think smoking should be banned from public places
- 75.3% think smoke from others is harmful to them
- 36.8% have one or more parents who smoke
- 12.1% have most or all friends who smoke

#### Cessation - Current Smokers

- 78.3% want to stop smoking
- 77.9% tried to stop smoking during the past year
- 76.1% have ever received help to stop smoking

#### Media and Advertising

- 86.8% saw anti-smoking media messages, in the past 30 days
- 67.6% saw pro-cigarette ads on billboards, in the past 30 days
- 51.4% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 4.6% have an object with a cigarette brand logo
- 8.6% were offered free cigarettes by a tobacco company representative

#### School

- 43.4% had been taught in class, during the past year, about the dangers of smoking
- 27.3% had discussed in class, during the past year, reasons why people their age smoke
- 41.3% had been taught in class, during the past year, the effects of tobacco use

#### Highlights

- 18.0% of students currently use any form of tobacco; 15% of the students currently smoke cigarettes; 4.7% currently use some other form of tobacco.
- ETS exposure is high – over one third of the students live in homes where others smoke and over half of the students are exposed to smoke around others outside of the home; over one third of the students have a parent who smokes and 12% of the students have friends who smoke.
- Three-quarters of students think smoke from others is harmful to them.
- Over three-quarters of the current smokers want to stop smoking.
- Nearly 9% of students were offered a free cigarette by a tobacco company representative.
- Over 8 in 10 students saw anti-smoking media messages in the past 30 days; Over two-thirds of students saw pro-cigarette ads in the past 30 days.